MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2022/2023 (2220)

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections/Groups)

05 JULY 2023
9:00 A.M. – 11:00 A.M.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 5 questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

a) The implementation of information systems can benefit a lot in businesses and helps in controlling the internal and external processes. Information systems also can transform the way the business operates and make completely new business processes possible. Companies such as Amazon and Apple have employed entirely new business processes based on new business models that would not be possible without information technology.

(i) Describe the **TWO (2)** types of business models that were employed by Amazon and Apple companies. (4 marks)

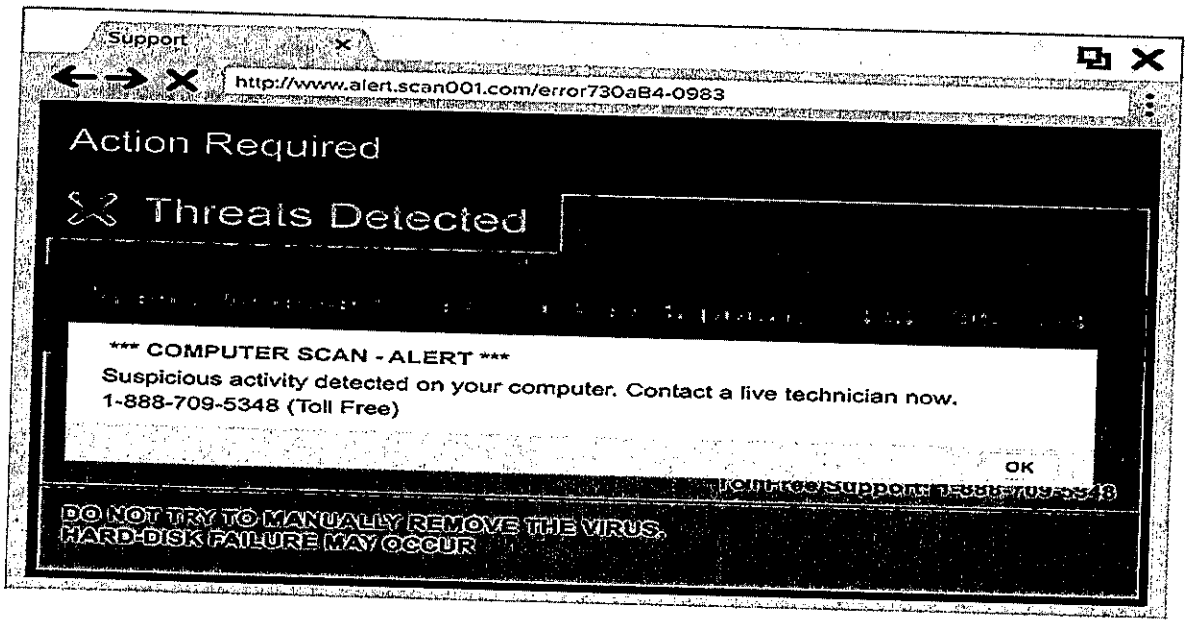
(ii) Discuss the **THREE (3)** benefits of information system implementation in their businesses. (6 marks)

b) Form an entity relationship diagram (ERD) for the following scenario. Indicate attribute, primary key and relationship between entities.

Many students can work together in 1 assignment. Many supervisors can jointly supervise many assignments. Many students can jointly meet many supervisors via Google Meet at the same time. (10 marks)

(Total: 20 marks)

QUESTION 2



(Source: https://consumer.ftc.gov/articles/how-spot-avoid-and-report-tech-support-scams)

Continued...

The message in the window warns you about a security issue on your computer and tells you to call a phone number to get help.

a) If you get this kind of pop-up window on your computer, what should you do? (2 marks)

b) What kind of computer crime shown above? (2 marks)

c) Discuss the **THREE (3)** tips on how to avoid becoming a victim of the computer crime above. (6 marks)

d) Discuss the **FIVE (5)** methods on how to protect data and equipment from theft. (10 marks)

(Total: 20 marks)

QUESTION 3

a) Logitech company uses enterprise system to coordinate a number of distinctive applications of business processes to support its supply chain functions. Explain how the use of enterprise resource planning and customer relationship management is advantageous for them? (10 marks)

b) Increasing use of personal data puts data privacy at the top of your business's risk administration agenda that makes it an avertable challenge and dangerous to ignore. What are the challenges do you think you will face that puts yourself and your business's privacy at risk? (10 marks)

(Total: 20 marks)

QUESTION 4

GloryPest Sdn Bhd is a pest control company that has newly started in Melaka. How will the implementation of Management Information System (MIS) help the company with start-up and in expanding the business?

(20 marks)

QUESTION 5

a) Computer-stimulated environment allows users to react and move by completely being immersed in an artificial world. How does this technology help in various industries? (10 marks)

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b) Majumax Sdn Bhd is planning to maximize its production by converting all labours with automation technologies. By doing so, the company no longer need to pay the salary, however, the company needs to invest more money in buying machineries. Being a part of the management team, how will you decide on the best action plan to solve this conflict? (10 marks)

(Total: 20 marks)

End of Paper